

PHILIP MORRIS USA

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Ginny Murphy
FROM: Eric Ostern
SUBJECT: Legal Approval for Additional 'Zines

DATE: April 8, 1994

Enclosed are copies of some additional 'Zines that PM and Leo Burnett Media are recommending for inclusion in the 1994 media plan:

Ocean Drive
SOMA
Raygun
Pulse

As you know, these publications are not measured by syndicated research and thus it is difficult to quantify the readership demographics. However, based on feedback from the magazines, and our own evaluations, we are recommending the above four books.

Please call me to discuss as space closings are approaching.

Thanks.

EO/eo

cc: PM

R. Camisa
D. Cimino
S. Jannetta
C. Tucker

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